## YOU DE YOU. That's what makes you More.

You be You.

...With More

he distinctively long, low-burning, satisfying, rown cigarette.



Viki Kashé
Fort Worth, Texas
More Smoker
Maverick Horse Trainer
Viki's a cowgirl with
real horse sense who's
at home on the range.

More More

The distinctively long, slow-burning, satisfying, brown cigarette. More More More Menthol Menthol

That's what makes you More.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

w it takes someone special to choose a rich, brown, ourning cigarette, made from a delicious blend of of all, thank you for smoking More cigarettes. We cos. More truly is a unique smoking experience. have a lot of exciting things coming up this year More and hope that you will participate in them. first is enclosed here in this mailing. and remember, you be you, that's what makes you More.



Becky Sidden

44

Richmond, Virginia Bowling Gardener Gardener by day,

Club 55 bowler by night

# - The 1996 Uniquely More Awarr

looking for some of the most unique. More smakers in the country. Are you are? Read-More cigarettes proudly introduces our first annual Uniquely More Awards. We're the instructions below and tell us what makes you Uniquely Mare.

## Who is Eligible?

All More smokers 21 years of age or older

### How do | Enter?

these instructions: Submit a photo no larger than  $4^* \times 6^*$  of your hobby or believe with a short story (40 to 250 words) on a piece of regular  $8\ 1/2^* \times 11^*$  paper, and enclose Simply fill out the information card with your name, birthdate, address, etc. and follow them in the envelope provided. We've already taken care of the postage. You may only enter once, and in one category.

# What are the Categories?

The categories are as follows:

Do you draw, paint, build, sing? Maybe you have an unusual collection. Most Unique Hobby or Collection

Show us and tell us.

...In a club, group or organization that is out of the ordinary? We want to know Most Unique Organization or Club

 Most Unique Personal Accomplishment about you and the group.

We all celebrate milestones. Like goals that were out of reach and doors we've opened. Tell us about your unique accomplish

Most Unique Mode of Transportation

is your mode of transportation uni

Tell us what makes you job Most Unique Occupation,

inducty you

# How Many Winners are There?

total Grand Prize winners

year, All winners have dichance to appear in future Nore odie There will be one Grand haze winner in each and four first Prize Winners in each canegory .cv boor first What do I Wint?

Grand Prize Winners: Win a the United More Windows in the U.S. Felicial at no model haze \$2,500. First Prize Winners: Will win one free Carton of Mode

All competitors missibate their entries costmarted by 7/15/96. So, debutate your individuality today. All out the forms, drop your stay and picture into the envelope provided and send us your enby

## Official Contest Rules

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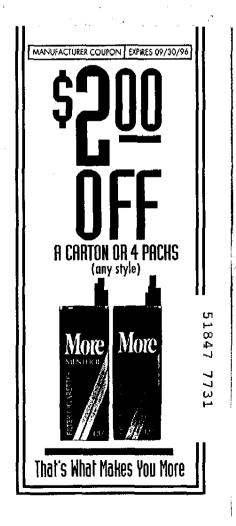
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MANUFACTURER COUPON EXPIRES 09/30/96





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日日日日 That's What Makes You More 🗸

TERMS OF COUPON OFFER
CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer.

LIMIT ONE COUPON PER CONSUMER AND TO SMOKERS 21 YEARS OF AGE OR OLDER.

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the face value of this coupon, 8¢ handling, and postage, provided you and the consumer have compiled with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85662-9999.



### Thank You For Being More!

# Ufficial Entry Information

1996 Uniquelu More Awards Have a talent? Know a craft? Got a hobbu?





FIRST-CLASS MAIL PERMIT NO 20 NORWOOD MN

POSTAGE WILL BE PAID BY ADDRESSEE

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YOUNG AMERICA CORPORATION
PO BOX 5817

NORWOOD MN 55583-9900

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



### Celebrate Your Individuality

### Good Luck in the **Competition!**

### Uniquely More Awards

We're proud and excited to present the 1996 Uniquely More Awards and look forward to your entry. Please follow the instructions so that your entry can be processed as soon as we receive it.

Please fill out the information card below, cut out and place it into the envelope at right, along with your story on an 81/2"x11" piece of paper with a photo of your skill, hobby, craft, collection, etc. (no larger than 4"x 6"). Afterwards, please check off the appropriate box on the outside of the envelope, marking off which category you're entering in. Remember, you may only enter in one category.

Good luck and you be you, that's what makes you More.

		fficial Contest Entry Form		4
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### Which Category Makes You Uniquely More?

- Most Unique Mode of Transportation
- Most Unique Occupation
- Most Unique Hobby or Collection
- Most Unique Organization or Club
- Most Unique **Personal Accomplishment**

Celebrate Your Individuality with More.